

REMARKS

The Office Action mailed July 27, 2004 has been carefully considered. Applicants respectfully urge the Examiner to consider the following remarks and pass the application to allowance.

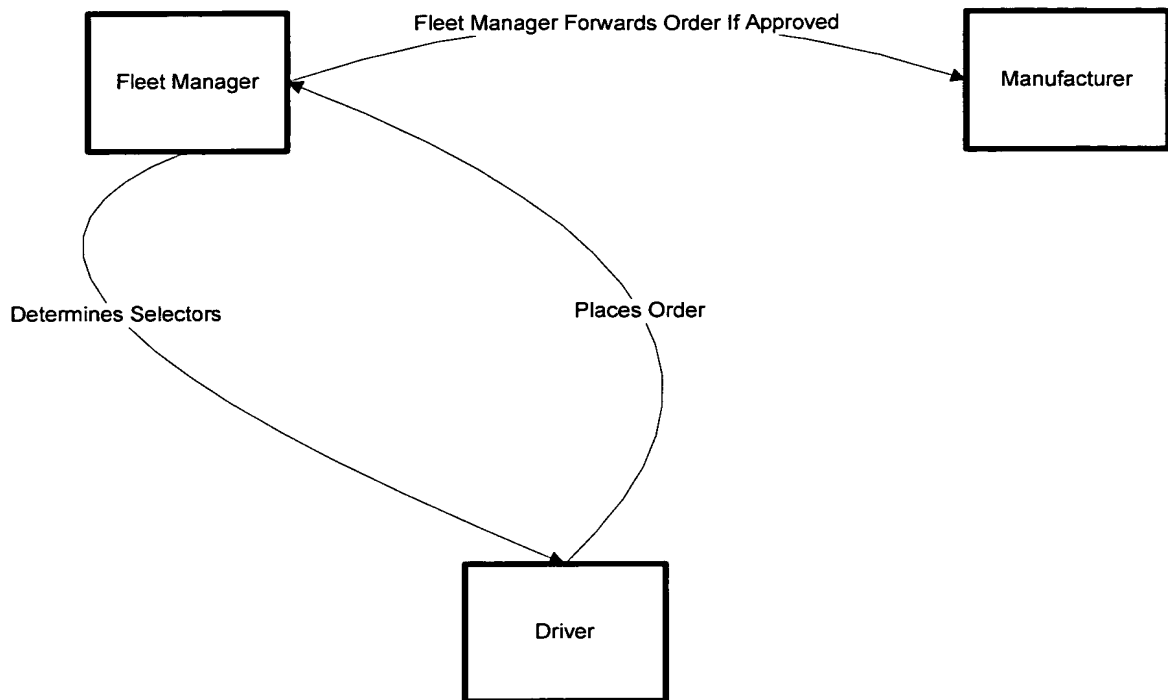
Pending Claims

Claims 48-85 are pending. Claim 48 has been amended to correct a typographical error.

Art Rejection Under 35 U.S.C. § 103(a)

In the Office Action, claims 48-85 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Dell Computer (a collection of prior art cited in Paper #4, PTO-892 items U-X; and Henson (U.S. Pat. No. 6,167,383) hereinafter "Dell") in view of PR Newswire (PTO-892, Item: U hereinafter referred to as "PRN"). Applicants respectfully submit that claims 48-85 are not anticipated by the cited references and should be passed toward allowance.

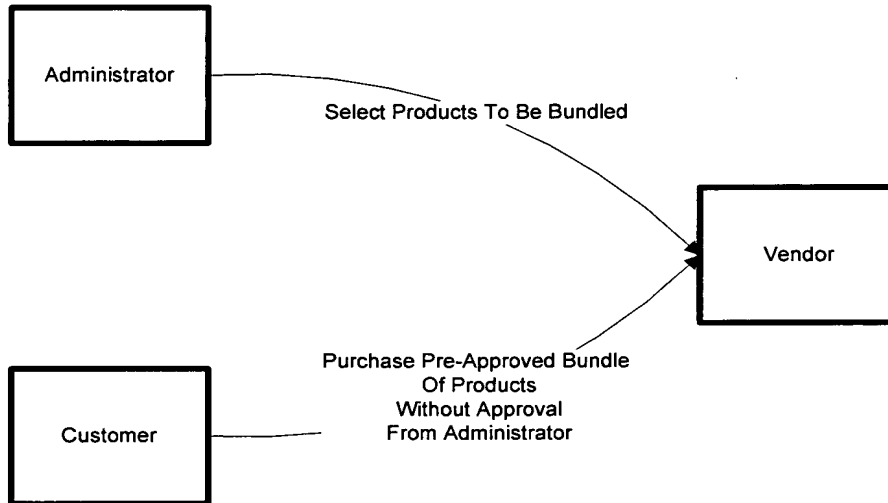
Specifically, it is improper to combine PRN with Dell in order to render the present invention obvious because PRN actually teaches away from combination with the Dell reference even though PRN indicates it was modeled after the Dell reference. The PRN reference is an article that describes the process of a Driver purchasing a fleet vehicle. A diagram of the purchasing process is below.



As seen above, the Fleet Manager determines selections from which the Driver can choose. The Driver chooses the automobile and options and places their order with the Fleet Manager. The order is then approved by the Fleet Manager and forwarded to the Manufacturer. Therefore, the Fleet Manager retains final approval of the options and places the order for the purchase of the automobile with the Manufacturer. If the Fleet Manager does not approve the purchase, the Fleet Manager can go back to the Driver for reselection of the automobile and/or options.

On the other hand, as described by independent claims 48, 60, 69 and 77 of the present application, the Customer directly purchases the pre-approved bundle of products from the Vendor. As shown below, the Administrator selects the products to be bundled that can be purchased by the Customer. It is the Customer who retains control over the purchasing process by ordering the bundle of products directly from the Vendor without additional approval from the Administrator. The

Customer has the final choice in approving the purchase and the Administrator only initially selects the products to be bundled.



As seen from the diagrams above, PRN does not disclose the Fleet Manager selecting pre-approved bundles of products as relied upon in the rejection. The Fleet Manager has final authority over the purchase of the automobile and therefore can modify the order before sending it to the Manufacturer. In this regard, the options selected by the Fleet Manager are options which the Driver can choose and are not a bundle of products that the Driver purchases. Furthermore, the Fleet Manager retains control over the options that the Driver can choose after submitting the order. Therefore, PRN does not disclose the Fleet Manager choosing a bundle of products as presently claimed because the Fleet Manager can change the options before submitting the order for the automobile to the Manufacturer.

On the other hand, the present invention describes the situation whereby the Customer can purchase the bundle of products without further approval from the Administrator. The Customer can purchase products directly from the Vendor

because they have already been pre-approved by the Administrator. There is no need for additional approval by the Administrator because the Administrator has already selected the products. Therefore, PRN does not disclose creating a bundle of products for the group as described by the independent claims.

Additionally, the process of buying a vehicle is not similar to the process of buying a computer system such that the selectors used for the purchase of the automobile are not comparable to generating bundle-selection data. PRN discloses the situation where the Driver is essentially purchasing an automobile and can choose the different options that the vehicle comes equipped. In this respect, the Driver may choose the color, wheels, radio, interior, etc... of the vehicle. In this situation, the Driver is making a large purchase of a single item and deciding incidental options that are available to the large purchase.

On the other hand, as described by independent claims 48, 60, 69 and 77 of the present application, the Customer is purchasing a bundle of products wherein the products may be different. The Customer has the option of selecting different types of computers wherein each type of computer is configured differently by the Administrator. This is not comparable to purchasing an automobile wherein the Driver chooses the configuration of the automobile from choices provided by the Fleet Manager. The claims of the present invention describe the situation wherein the products and options are already chosen for the Customer. The Customer is purchasing a product with pre-selected options. As such, Applicants respectfully submit that PRN does not disclose generating a bundle of products from bundle selection data because PRN is concerned with choosing the options on an automobile and not the type of products with options already selected.

Conclusion

In view of the preceding discussion, Applicants respectfully urge that the claims of the present application define patentable subject matter and should be passed to allowance. Such allowance is respectfully requested.

If the Examiner believes that a telephone call would help advance prosecution of the present invention, the Examiner is kindly invited to call Applicants' representative at the number listed below.

Respectfully submitted,

BURNS, DOANE, SWECKER & MATHIS, L.L.P.

Date: October 26, 2004

By: _____


Eric K. Proul
Registration No. 45,025

P.O. Box 1404
Alexandria, Virginia 22313-1404
(650) 622-2300